



CHAPTER FIVE

economic prosperity element

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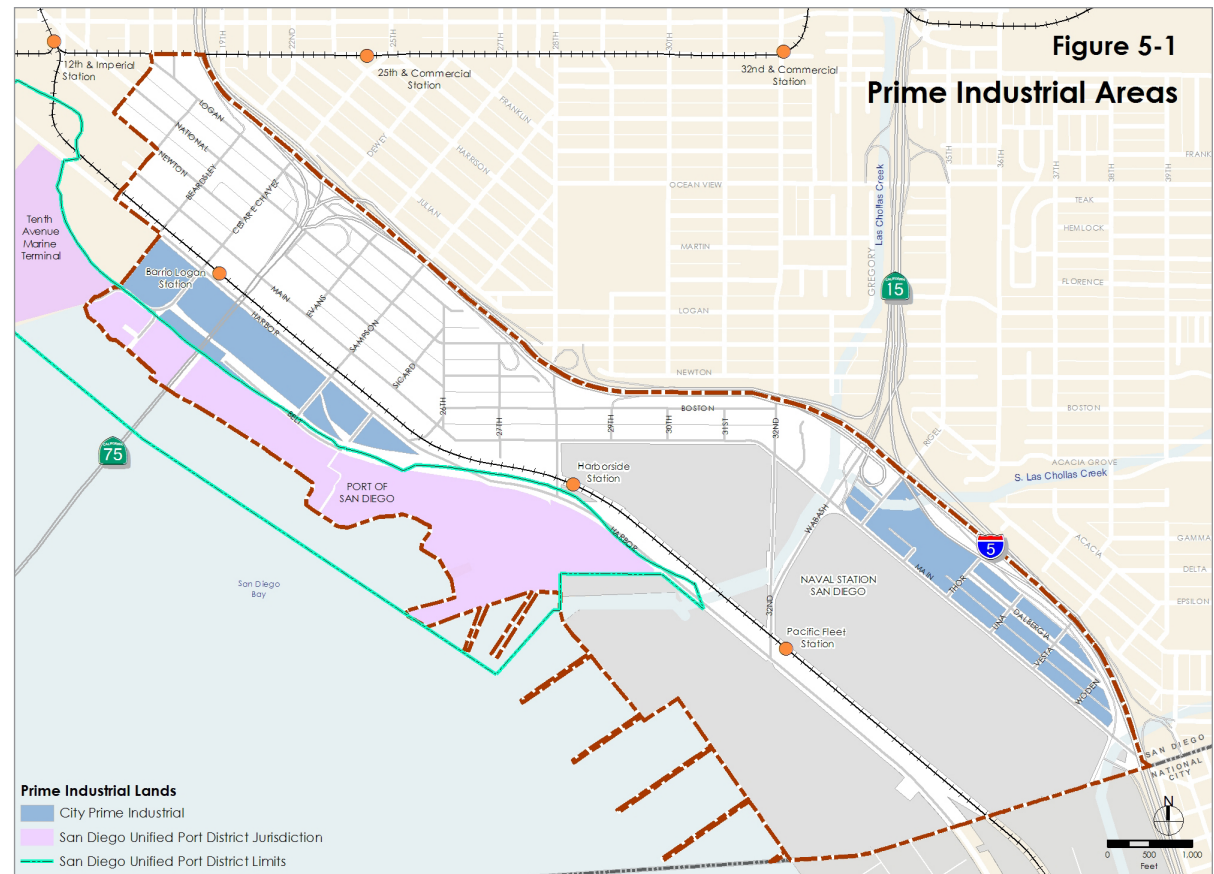
Economic development efforts create job opportunities for the residents of Barrio Logan as well as other San Diego neighborhoods. To ensure that industrial uses and locally-serving commercial uses remain viable in Barrio Logan, the plan proposes to protect and preserve Prime Industrial Lands, provide a transition zone between predominantly industrial and residential areas, promote infill commercial and office development, and encourages the use of local and state programs to incentivize business retention and expansion.

Barrio Logan is an important employment center for the region. In 2010, the Barrio Logan Community Plan area had approximately 10,100 employees. The two alternatives proposed in this plan are expected to increase employment to approximately 17,618 employees under Alternative 1 and 17,534 employees under Alternative 2. The maritime base sector industries are important for the stability and growth of Barrio Logan commercial businesses and entire regional economy and is also an important part of the economic base. The Port of San Diego's 10th Avenue Marine Terminal, 32nd Street Naval Base, and the maritime-oriented industries are all inter-dependent on each other.

Barrio Logan lacks basic commercial and retail-serving uses such as food markets, banks, pharmacies, convenience stores, and other neighborhood serving uses typically found in urbanized communities. Future development projects that provide neighborhood serving commercial uses in Barrio Logan should be encouraged. Logan Avenue from Chicano Park to 27th Street is envisioned as a commercial arts and cultural district which could provide new job and entrepreneurial opportunities for Barrio Logan residents.

GOALS

- Ensure sufficient long-term capacity for base sector industrial industries.
- Promote economic growth of major maritime industries and local businesses that cater to the maritime industries while promoting environmentally sustainable business operations.
- Promote a strong and stable socio-economic makeup comprised of a residential community and an industrial center for water-oriented industry.
- Facilitate economic wellbeing of locally-owned and operated businesses by utilizing economic development approaches and programs that benefit the local business environment.
- Create ample middle income job opportunities for residents of Barrio Logan and other nearby communities.





industrial uses and prevent future encroachment of incompatible uses. Prime industrial lands are characterized by predominantly industrial structures and uses generally free from residential or sensitive receptor land uses.

HEAVY INDUSTRIAL

The Heavy land use designation allows heavy industry manufacturing, but also allows a wide variety of light manufacturing, distribution, and some service sector uses.

LIGHT INDUSTRIAL

A Light Industrial land use is applied to the land within the Transition Zone (Alt 2). The Light Industrial designation is intended to allow for light manufacturing, research and development, distribution, office, and limited commercial uses. The Light Industrial area is intended to provide support industries for the Navy, Port Industries and downtown service industries.



Pacific Ship Repair building

INDUSTRIAL POLICIES

Policy 5.1.1 Prohibit the establishment of sensitive receptor and public assembly land uses within industrially designated areas.

Policy 5.1.2 Require analysis and justification per General Plan Policies EP-A.11 and EP-A.12.c for any proposed changes that would remove properties from the prime industrial lands map.

5.2 COMMERCIAL AND OFFICE

There are a variety of commercial uses within Barrio Logan that not only serve residential customers but also provide other important goods and services to other business.

Commercial uses within the Community Village area should be provided in a mixed-use setting that complements adjacent or adjoining residential uses.



NASSCO Heavy Industrial

COMMUNITY AND NEIGHBORHOOD COMMERCIAL

Retail uses that provide groceries, consumer wares and services are encouraged to locate in land designated for Community and Neighborhood Serving Commercial Retail.

HEAVY COMMERCIAL

(Alternative 2) The Heavy commercial designation provides for retail sales, commercial services, office uses, wholesale, distribution, storage, and vehicular sales and service uses. Residential is not allowed within the designation of heavy commercial.



PCE Maritime Industries

OFFICE COMMERCIAL

Office commercial uses shall provide for office employment with limited, accessory retail uses. It is the intent of this designation to provide major employers such as the Navy and Port tenants to locate larger scale offices in Barrio Logan along major thoroughfares and to buffer the predominantly residential areas from the predominantly industrial areas.

COMMERCIAL POLICIES

Policy 5.2.1 Locate smaller-scale convenience shopping opportunities throughout Barrio Logan to promote greater pedestrian activity.

Policy 5.2.2 Encourage the development of neighborhood serving commercial uses; including food markets, restaurants, and other small retail shops to serve both residents and the Port tidelands employees.

Policy 5.2.3 Enhance the business corridor along Logan Avenue from Chicano Park to 27th Street as an Arts and Cultural Mixed-Use District.

Policy 5.3.4 Encourage the development of new office space that supports and complements the major Port industries and United States Navy.



Heavy Commercial



Retail uses such as restaurants and small stores are encouraged



Birds eye view of future Mercado commercial area at Main Street and Cesar E. Chavez Parkway



5.3 BUSINESS INCENTIVES AND FINANCIAL ASSISTANCE

Incentives and assistance are available to most businesses located in Barrio Logan. The following section outlines the programs available:

SPECIAL INCENTIVE ZONES

Enterprise Zone provides businesses with state tax incentives.

Redevelopment Project Area Incentives. The San Diego Redevelopment Agency offers incentives within the Barrio Logan Redevelopment Project Area to help stimulate business and economic growth and further redevelopment goals. Redevelopment incentives can include: site assembly, fee reductions, permitting expediting assistance, off-site improvements, commercial façade loans and rebates, and Agency land write-downs.

BUSINESS EXPANSION, ATTRACTION, AND RETENTION

Serving as the City's primary economic development platform, the Business and Industry Incentive Program offers assistance in determining intensity and development requirements for real property, permit assistance, and/or a 40 percent reduction in water and sewer capacity fees. Businesses may also be eligible for reimbursement on all or a portion of building and development-related fees.

The Business Cooperation Program includes financial incentives designed to encourage businesses and nonprofit corporations to allocate sales and use taxes to the City, increasing revenues used to provide a variety of services that support the business community.

BUSINESS INCENTIVES AND FINANCIAL ASSISTANCE POLICIES

Policy 5.3.1 Collaborate with other public and private agencies to maintain a business attraction program to assist with site identification, use of incentive programs, and permitting.

Policy 5.3.2 Adopt a business improvement district, maintenance assessment district, and landscape and lighting district throughout Barrio Logan to enhance the quality of life and provide tools to promote businesses.



Mixed use office building with retail and office uses



Older industrial buildings in predominately residential areas can be adaptively reused for commercial purposes